

Improving Our Business by Improving Our English Skills

Challenge:

Effectively Communicate with a Global Business Community

As part of the largest professional services companies in the world, PriceWaterhouseCoopers (PwC) Brazil must be able to successfully communicate with co-workers, clients and vendors. So PwC had to make sure that all of their employees had the English communications skills needed to achieve the company's objectives.

In the past, PwC used an English proficiency test that was created internally. However, they soon saw the need for an internationally recognized, independent test. This would make it easier to track the progress of their employees, as well as the return on investment.

Solution:

PwC Brazil turned to ETS and the TOEIC test to create a program that would help raise the English communication skills of their employees. It has also been used during the recruiting process, to help select the most qualified prospects.

Results:

Through the TOEIC test, PwC has been able to determine the fluency level of every member of their organization, using a uniform standard. The English skill level of their current employees has improved dramatically. And they've also improved the level of new prospects that are brought into the company. These English skills help PwC Brazil communicate effectively throughout the world. By using these new standards, they will also be able to track PwC employee's English skills progress throughout their careers.